Marketing across Cultures Assignment CW2 Assignment CW2 (70%) – Individual assignment brief An individual 3000 word (+/- 10%) critical, structured business report is required on the key issues contained within the module, based on an organisation of the student’s choice. This assessment specifically relates to Learning Outcomes 2 and 3 (weighting 70%) building on the Learning Outcome 1 covered in the CW1 assessment and particularly the findings of CW1. Note: exceeding the word limit may cost marks. Learning Outcomes 2 and 3 are: “on successful completion of the module, students will be able to: · (Learning Outcome 2) Critically examine how the social and cultural factors of a selected foreign country could influence consumer behaviour towards a particular product or service, and evaluate the strategic implications this may have on the marketing mix. · (Learning Outcome 3) Critically evaluate the various international market entry strategy options available to the company seeking international expansion to a culturally-different destination, and make justified recommendations for the market entry strategy that the company should adopt.” The assignment is detailed as follows: Taking the role of an international marketing consultant, commissioned by a company (marketing an organisation’s product or service of your choice), prepare a detailed report for the organisation’s marketing director with a recommendation for the company’s next international market (of your choice). Alternatively your choice of destination market may be selected on the basis that international market entry has previously been affected but with little or no success. Marking Scheme: Having evaluated the different approaches in the first assessment (the literature review), you should select the one specific cross-cultural analysis method discussed in coursework 1, and use the method chosen to conduct an in-depth analysis into the specific countries cultural differences. 1. Social and Cultural Factors and the Marketing Mix (30%): examine and explain how the social and cultural factors of your target country could influence consumer behaviour towards your product or service, together with an evaluation of the strategic implications this may have on the marketing mix. Marking Scheme: An understanding of the different social-cultural factors that will be encountered in different geographical locations/cultures needs to be identified. This should include social factors such as social class, the role of family etc., and an understanding of the cultural factors that are the “norm” in the particular location selected. Beliefs, values and customs should be explored and their influence on the construction of the marketing mix should be identified, e.g. Bikes in UK and China! Issues of language (spoken and silent), motivation, buying behaviour, the decision making process and acceptable methods of promotion should be highlighted as areas where the mix may need adaptation. The “cultural framework” (Sarathy et al 2006) should prove very useful in this section. The relevance (or not) of Maslow, linked with the buying process and distribution channels, is also important. The principles of standardisation v adaptation require consideration here also. It is important to clearly define the direct benefits of standardisation for firms, such as economies of scale and efficiencies from the learning curve effect, but also to consider the indirect benefits that come from consumer perceptions of the consistency of company image of the firm and the effect of this on the perceived brand value. The obvious barriers to implementation include market led factors, such as the legal and cultural differences between countries, but also company factors, such as the integration (or independence) of the strategies pursued by individual SBUs and competitor led factors, for example, where a firm is weak in different markets and has to follow different market leaders. Although markets are becoming increasingly similar in industrialised countries, the media environment still varies greatly. In Saudi Arabia, for example, all advertising is subject to censorship, and regulations prohibit a long list of subject matter. The good student will seek to identify and recommend differences required in the marketing mix for successful market entry into the host country. Again, if “re-entry” is selected, previous marketing mix and consumer behaviour issues that denied or restricted success should be discussed. 2. Market Entry Strategies (70%): conduct an evaluation of the various international market entry strategy options available to the company, and present a justified recommendation to the company for the market entry strategy that the company should adopt.